

# Idaho Retailers Association

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**THE Voice of Retail In Idaho**

Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, D.C. 20554

May 23, 2011

Dear Chairman Genachowski and Commissioners:

The Idaho Retailers Association operates to serve the common interests of the retail industry and, in turn, offer better services to the public. The association also works in conjunction with other state and national organizations on matters of common interest that affect retailing and consumers. One issue that has the attention of our members is wireless Internet and in particular the potential merger between AT&T and T-Mobile, currently being reviewed by the Commission.

The linkage between technology and economic growth is strong and those living in a small community do not want to be left behind in the ongoing technology revolution. Broadband brings employment and business opportunities that do not currently exist in some areas of Idaho. And with wireless Internet, goods and services can be bought and sold from the convenience of a mobile phone.

Access to high-speed Internet will bring substantial value to stores, restaurants and motels – especially those in rural areas. Without these technology resources, many Idaho communities and families would be more susceptible to downturns in the economy. The ability to adapt quickly thanks to fast, wireless Internet is crucial for the retail sector.

The possibilities are endless as long as retail businesses and consumers have access; this is an essential component of our success. Our organization realizes however that access to the Internet takes a great deal of time, energy and investment in infrastructure. This is why the Idaho Retailers Association supports the aforementioned merger and after a full evaluation, our hope is that the FCC will reach the same conclusion. Thank you for your time.

Sincerely,

Pam Eaton  
President and CEO